

ORDER



| | | |
|-------------------|---|---------------------------------|
| Orders | Order / Rev: <u>108008</u> | |
| | Alt Order #: | <u>06865138</u> |
| | Product Desc: | <u>OBAMA FOR AMER SKEDC</u> |
| | Estimate: | <u>1904</u> |
| | Flight Dates: | <u>10/23/12 - 10/29/12</u> |
| | Original Date / Rev: | <u>10/18/12 / 10/18/12</u> |
| | Order Type: | <u>GENERAL</u> |
| | | |
| | | |
| Agency | Name: <u>GMMB, Inc./ Washington D.C.</u> | |
| | Buying Contact: | <u></u> |
| | Billing Contact: | <u></u> |
| | | <u>Washington Harbor</u> |
| | | <u>Washington, DC 20007</u> |
| | | |
| | | |
| Advertiser | Name: <u>Obama for America</u> | |
| | Demographic: | <u>A35+</u> |
| | Product Codes: | <u>PLC01-Democrat</u> |
| | Priority: | <u>SELECT PRIORITY CODE</u> |
| | Revenue Codes: | <u>POLITICAL/AGY, PCAN, GEN</u> |
| | | |
| | | |

| Bill Plan | | | | | Totals | | | | |
|------------------|----------|---------|--------------|-------------|---------------|---------|--------------|-------------|--------|
| Start Date | End Date | # Spots | Gross Amount | Net Amount | Month | # Spots | Gross Amount | Net Amount | Rating |
| 10/01/12 | 10/28/12 | 32 | \$14,250.00 | \$12,112.50 | October 2012 | 32 | \$14,250.00 | \$12,112.50 | 0.00 |
| 10/29/12 | 10/29/12 | 8 | \$3,600.00 | \$3,060.00 | November 2012 | 8 | \$3,600.00 | \$3,060.00 | 0.00 |
| | | | | | Totals | 40 | \$17,850.00 | \$15,172.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|-------------|-------|-------------|
| KSNV | 27% | \$17,850.00 |
| Market | 100% | \$66,111.11 |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 27% | \$17,850.00 |
| KLVX | 0% | \$0.00 |
| KSNV- | 0% | \$0.00 |
| KTNV | 23% | \$15,205.56 |
| KTUD | 0% | \$0.00 |
| KVVU | 20% | \$13,222.22 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 3% | \$1,983.33 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|--------------------------|-------|-------------------|---------|-----|-------------|----------|---------------|------|------|-------|------------|
| E 1 | KSNV | 10/23/12 | 10/29/12 | Today Show Today Show | CM | 658a-9am | MTWTF-- | :30 | 4 | \$900.00 | 1 | 0.00 | NM | 4 | \$3,600.00 |
| TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |

Order / Rev: 108008
Alt Order #: 06865138
Flight Dates: 10/23/12 - 10/29/12

Advertiser: Obama for America
Product Desc: OBAMA FOR AMER SKEDC
Estimate: 1904

KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount | |
|-----------------|------|-------------------|-----------------|--|-------|-------------------|-----------|----------|-------|-------------|----------|---------------|---------------|-------|----------------|------------|
| E 1 | KSNV | 10/23/12 | 10/29/12 | Today Show Today Show | CM | 658a-9am | MTWTF-- | :30 | 4 | \$900.00 | 1 | 0.00 | NM | 4 | \$3,600.00 | |
| TODAY | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 10/23/12 | 10/29/12 | MTWTF-- | | 4 | | | | \$900.00 | | 0.00 | | | | |
| E 2 | KSNV | 10/23/12 | 10/29/12 | M-F Today Show II 3rd HCM | | 9-10a | MTWTF-- | :30 | 5 | \$425.00 | 1 | 0.00 | NM | 5 | \$2,125.00 | |
| TODAY 2 | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 10/23/12 | 10/29/12 | MTWTF-- | | 5 | | | | \$425.00 | | 0.00 | | | | |
| E 3 | KSNV | 10/23/12 | 10/29/12 | M-F Today Show III 4th HCM | | 10am-11am | MTWTF-- | :30 | 5 | \$325.00 | 1 | 0.00 | NM | 5 | \$1,625.00 | |
| TODAY 3 | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 10/23/12 | 10/29/12 | MTWTF-- | | 5 | | | | \$325.00 | | 0.00 | | | | |
| E 4 | KSNV | 10/23/12 | 10/29/12 | Rachael Ray Rachael Ray | | CM | 11am-12pm | MTWTF-- | :30 | 5 | \$325.00 | 1 | 0.00 | NM | 5 | \$1,625.00 |
| RR | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 10/23/12 | 10/29/12 | MTWTF-- | | 5 | | | | \$325.00 | | 0.00 | | | | |
| E 5 | KSNV | 10/23/12 | 10/29/12 | Noon News Noon News | | CM | 12-1230pm | MTWTF-- | :30 | 5 | \$425.00 | 1 | 0.00 | NM | 5 | \$2,125.00 |
| NEWS | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 10/23/12 | 10/29/12 | MTWTF-- | | 5 | | | | \$425.00 | | 0.00 | | | | |
| E 6 | KSNV | 10/23/12 | 10/29/12 | Days of our Lives Days of our Lives | | CM | 1258p-2pm | MTWTF-- | :30 | 5 | \$425.00 | 1 | 0.00 | NM | 5 | \$2,125.00 |
| DAYS | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 10/23/12 | 10/29/12 | MTWTF-- | | 5 | | | | \$425.00 | | 0.00 | | | | |
| E 7 | KSNV | 10/23/12 | 10/29/12 | The Doctors The Doctors | | CM | 2pm-3pm | MTWTF-- | :30 | 5 | \$325.00 | 1 | 0.00 | NM | 5 | \$1,625.00 |
| DRS | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 10/23/12 | 10/29/12 | MTWTF-- | | 5 | | | | \$325.00 | | 0.00 | | | | |
| E 8 | KSNV | 10/23/12 | 10/29/12 | Dr. Phil Dr Phil | | CM | 3-4p | MTWTF-- | :30 | 5 | \$450.00 | 1 | 0.00 | NM | 5 | \$2,250.00 |
| PHI | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 10/23/12 | 10/29/12 | MTWTF-- | | 5 | | | | \$450.00 | | 0.00 | | | | |
| E 9 | KSNV | 10/26/12 | 10/26/12 | Fri PR 8-9p Friday Prime 8-9pm | | CM | 8-9pm | -----F-- | :30 | 1 | \$750.00 | 3 | 0.00 | NM | 1 | \$750.00 |
| WHIT/COM | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 10/22/12 | 10/28/12 | -----F-- | | 1 | | | | \$750.00 | | 0.00 | | | | |
| | | | | | | | | | | | | | Totals | | 40 \$17,850.00 | |